



Bradley Executive Council Established

Cluster business leaders, elected officials and industry experts agree: Bradley International Airport must become a truly world-class air transportation hub if Connecticut is to continue to thrive in the new, global economy.

With that goal in mind, the Leadership Committee of the Governor's Council conducted an in-depth assessment of Bradley and presented recommendations to Governor Rowland and legislative leaders in May. One of the steps they recommended was the creation of a board to develop a clear vision and plan for Bradley.

Governor Rowland responded on May 16 by issuing Executive Order No. 18 creating the Bradley International Airport Executive Council. Chaired by the Commissioner of the Department of Transportation and comprised of six members appointed by the governor, the Council was charged with reviewing Bradley's long-term strategic, business and marketing plans, as well as the budgeting and management processes for the airport.

The new Executive Council is already hard at work, meeting regularly to review the airport's operations and to prepare recommendations to the governor and the legislature by the end of the year. Bradley Executive Council members are:

James F. Sullivan, Commissioner, Department of Transportation (Chair)

L. Scott Frantz, President, Haebler Co.

Marvin Lender, Vice Chairman, M&M Investments LLC

Diane MacPherson, Esq., Robinson & Cole LLP

Forrest E. Miller, President & CEO, Southern New England Telephone Co.

Michael G. Morris, Chairman, President & CEO, Northeast Utilities Service Co.

Timothy J. Moynihan, President, MetroHartford Chamber of Commerce

You Belong in Connecticut Web Site Reaches 2.5 Million Hits

Connecticut's award-winning *You Belong in Connecticut* marketing campaign reached out to students and young professionals this summer, telling them about the exciting educational, career and leisure opportunities available to them right here at home.

Launched in July, the multi-media campaign included two new television commercials featuring Governor Rowland, radio and aerial advertising, and promotions at local events, including Pilot Pen Tennis in New Haven.

The response to the marketing efforts demonstrated its success. The month of July showed the largest number of hits to the Web site - www.youbelonginct.com - and the most new visitors yet. As the end of the summer approached, the total number of hits reached more than 2.5 million since its inception a year ago.

This was the second youth-oriented summer campaign since *You Belong in Connecticut* was launched in 1999 at the urging of the Governor's Council on Economic Competitiveness and Technology. The campaigns are a continuing effort by the state to attract and expand its work force, and to recruit and retain companies.

Cluster Initiative a Model to Others

Connecticut's industry cluster initiative is attracting national attention.

Approximately 40 high-ranking business and civic leaders from Chattanooga, Tenn. will visit Connecticut for several days late this month to learn how we're improving our economic competitiveness by fostering the growth of key industry clusters.

The group, which is promoting cluster growth in the Chattanooga region, will meet in Stamford with cluster leadership, elected officials and others involved in Connecticut's cluster initiative.

Inner City Programs in Fast-Forward

Cluster-driven proposed initiatives designed to create income, wealth and job opportunities in Connecticut's inner cities are rapidly becoming a reality.

In April, teams of business, community and civic leaders made their recommendations in the Connecticut Inner City Business Strategy report. They outlined more than 30 initiatives



aimed at fostering business growth in the state's inner cities by making the cities, their businesses and

their residents more competitive. This effort was completed in conjunction with Michael Porter's Initiative for a Competitive Inner City (ICIC).

In May, Governor Rowland announced that the Department of Economic and Community Development would provide \$5 million to begin implementing the strategy.

DECD has already committed funds for the following key initiatives, and a number of others are beginning to move forward.

Job-Readiness Training Programs

Funding has been distributed in Hartford through the South Arsenal Neighborhood Development Corporation (SAND) and in New Haven through the Community Economic Development Initiatives (CEDI). These programs will be based on the nationally recognized STRIVE program.

Entrepreneurial Training Program

Statewide implementation of the National Foundation for Teaching Entrepreneurship (NFTE) program for teens and teachers has been launched.

Metals Manufacturing Education and Training Alliance (META)

Originally funded by DECD as a Connecticut Business Training Network, META is now a cluster and recently received \$1.7 million from the U.S. Department of Labor to fund workforce training programs.

Bilingual Entrepreneurial Training and Technical Assistance Program

In Waterbury, this program will provide bilingual instruction in business and technical skills to prospective entrepreneurs.

Health Care Training Center

In New Britain, the center will help prepare inner-city residents for careers in the city's health services industry.

Connecticut Inner City 10

To enhance the perception of the inner city by spotlighting fast-growing businesses, public relations strategist Andrea Austin-Thompson has been engaged by the Connecticut Economic Resource Center to lead this effort in conjunction with ICIC and DECD.

Fast-paced, market-driven and focused on results, the Connecticut Inner City Business Strategy is on track to revitalize our inner cities and ensure that inner-city residents share in the state's booming economy.



Contact

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